

# Social Media: Recruitment & Bid Day

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Throughout recruitment, we encourage you to continue to promote the member experience and value of sorority on social media. It is important you share your recruitment message with followers. Through a thoughtfully curated strategy, you'll be able to maintain excitement and anticipation and create a welcoming atmosphere for new members in a virtual setting.

## **DURING RECRUITMENT**

Help PNMs remember your round by sharing highlights to social media before or after each round. Here are some ideas on what that might look like:

- **Recruitment Ready**  
Tease your round by sharing a photo of a sister at her laptop and ready for recruitment to begin.
- **Behind-the-Scenes**  
Have sisters share stories of their desk set-up, recruitment outfits, mirror selfies, etc. and repost on your stories.
- **Virtual Banner**  
Share a “virtual banner” at the beginning of the Zoom round? Share the same image to your Instagram feed and thank everyone for joining your round. This is a great way for PNMs to refer back and remember your virtual room.

## **BID DAY**

Bid day is a favorite memory for so many sisters! Let's bring the same amount of excitement and hype to this one through social media. The following is a template for creating anticipation and a warm welcome through Instagram stories:

- **Story 1** – Create a countdown to bid day so sisters and PNMs can count down the minutes to the virtual celebration.
- **Story 2** – Share a [virtual bid card](#).
- **Story 3** – Delivered with love unboxing teaser to give a sneak peek of the new member gift they'll be receiving soon – *teaser video coming soon*
- **Story 4** – Meet our sisters
  - o Share a recent picture from their Instagram to your story  
*Request to screenshot and share if not public*

If you share a post to your feed so sisters can comment and congratulate the new members, we suggest the following:

- Depending on the number of new members, share a gallery of individual photos once you've obtained their permission to share (less than 10).
- Share a graphic of your bid day theme or create a welcome graphic to post.

## **IN-PERSON RECRUITMENT EVENTS**

If your campus is holding some or all of your recruitment events in-person, all state/province, local health and/or public health department and university directives must be followed at all times. This includes photos. Make sure you have a thorough understanding of what these directives are and please work with your chapter services manager to address any questions. In most cases, this means masks must be worn at all times AND social distancing should be observed.